

# State Library of North Carolina

## UPDATE

<http://statelibrary.dcr.state.nc.us>

December 2000

### NC LIVE for kids!

In response to requests from youth services librarians statewide, the State Library negotiated public library access to the licensed resources currently available through NC WISE OWL for public school students and their families. At the request of the NC LIVE Librarians Working Group (LWG), the State Library added access to the same resources for the other NC LIVE communities of interest (COIs)—community colleges, public universities, and private universities.

These include Grolier's *New Book of Knowledge* and Grolier's *Multimedia Encyclopedia* as well as the following Gale databases:

- General Reference Center Gold
- DISCovering Authors-Most Studied
- InfoTrac Kids Edition
- InfoTrac Junior Edition
- InfoTrac Student Edition

NC LIVE is currently developing final plans for access to these databases through the NC LIVE web site. The Gale resources are currently available and access to the others should be ready in the next few weeks.

### LSTA Activities

#### *Evaluation Plans*

The Library Services and Technology Act (LSTA) requires states to independently evaluate their LSTA program prior to the end of the current authorization period (1996-2002). North Carolina is one of six states that will conduct an early, fast-track evaluation of its LSTA activities to support efforts to gain speedy and timely reauthorization of the federal library program, which expires in September 2002.

The Institute of Museum and Library Services (IMLS) has given preliminary approval to North Carolina's evaluation plan, which will be implemented between January and June 2001. Plans call for reviewing data currently available at the State Library, conducting new data-gathering activities, and gathering additional information through interviews, focus groups, and regional meetings. The information gathered will support two purposes: providing an evaluation of the first three plus years of the program and supporting the development of an updated LSTA plan for North Carolina.

Doug Zweigig will serve as the principal investigator for the evaluation, working in cooperation with State Library staff, the State Library Commission, LSTA Advisory Committee, and the state's library community. Zweigig is Professor Emeritus in

### FEDERAL FILTERING REQUIREMENTS

A proposed amendment to the Federal 2000-2001 Labor-HHS Appropriations bill would require public libraries to filter all Internet work stations if the library receives E-rate discounts or has LSTA grants that support or improve Internet access. Congress seems likely to approve this amendment when they pass the final appropriations bills; however, the current uncertainty in Washington means that the final date of passage is still unclear.

Copies of the amendment are not currently available to the public. The Federal Communications Commission and the Institute for Museum and Library Services will probably have 120 days after passage of the legislation to issue rules for its implementation.

The State Library staff is monitoring the status of the legislation, as well as preliminary plans for implementing the requirement if it is approved. As soon as we have more information, we will notify North Carolina's library community.

the School of Library and Information Studies at the University of Wisconsin-Madison, and he is a nationally recognized evaluation expert.

#### *Plans for 2001-2002*

The LSTA Advisory Committee met November 9, 2000. The committee approved the proposed LSTA Annual Plan for 2001-2002. The Annual Plan includes grant programs that will be available to libraries, as well as potential proposals for Statewide Leadership projects. Both local grant programs and statewide projects address specific goals/objectives of North Carolina's LSTA Plan. The Committee also spent time discussing the upcoming LSTA program evaluation.

On November 15th, the State Library mailed notices to eligible public and academic libraries telling them of the availability of Letter of Intent (LOI) applications for two LSTA grant programs for 2001-2002: Automated System Grants and a new program, Internet Service Improvement Grants. (The notification memo *continued next page*)

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random and LOI applications may be found at <<http://statelibrary.dcr.state.nc.us/lsta/lsta.htm>>.) The deadline for filing an LOI is December 28, 2000. The LSTA Advisory Committee will consider LOIs in January; approved applicants will be authorized to submit a full application.

Applications for all LSTA 2001-2002 grant programs open to local libraries will be posted on the State Library's LSTA web site in mid-January. The 2001-2002 grant proposals will be due to the State Library on March 30, 2001.

For information concerning the LSTA program contact Penny Hornsby at <[phornsby@library.dcr.state.nc.us](mailto:phornsby@library.dcr.state.nc.us)>.

## Gates Foundation Grants

Libraries across North Carolina are preparing for their "Gates" computers. Grant Pair, the State Library's Computing Consultant, is busy working with the state's public libraries and the Bill and Melinda Gates Foundation staff to distribute the approximately \$5.3 million worth of computer equipment and support to North Carolina's public libraries. This translates into roughly 1,200 public Internet access computers for the state. Delivery of the computers will begin in February 2001 in the eastern part of the state and will proceed westward, ending in August. The Gates Foundation also will install training labs in 21 North Carolina public libraries.

The Gates Foundation Grants will increase the number of public Internet access computers in the state's public libraries by almost 60 per cent.

## Access to Special Collections Awards Grants

North Carolina's Access to Special Collections Project has awarded three demonstration grants totaling \$200,000. These grants have been awarded to:

- Duke University's Libraries and the North Carolina State Archives, which will be working together to provide via the Internet nearly 30,000 digital images of Colonial-era wills and estates
- UNC-Asheville's Special Collections, the Asheville-Buncombe Library System, the YMI Cultural Center and the Asheville Art Museum, which will digitize holdings concerning African-Americans in the North Carolina mountains
- The North Carolina Department of Public Instruction, which will be presenting workshops to North Carolina public school teachers on how to design Webquests (tools that re-purpose Internet-based materials for the classroom)

For more information concerning the Access to Special Collections project, contact Kevin Cherry at <[kcherry@library.dcr.state.nc.us](mailto:kcherry@library.dcr.state.nc.us)>.

## Continuing Education Program

Ten of the 12 fall Continuing Education workshops were filled to capacity, several well before the registration deadline. Keep an eye out for the Spring 2001 training calendar and register EARLY (and often)!

For more information about the continuing education program contact Elaine Christian at <[echristian@library.dcr.state.nc.us](mailto:echristian@library.dcr.state.nc.us)>.

## Master Trainer Program

Fourteen library staff—from 10 public libraries and 4 academic libraries—were selected to participate in the 2000-2001 Master Trainer Program. The finalists were part of a large (30 applications received) and exceptionally strong applicant pool. The participants attended a 5-day training session in late October to learn workshop design principles and to begin developing a 30-minute staff training session. The participants will attend a 2-day follow-up workshop on January 9-10, 2001. Several experienced Master Trainers will serve as coaches at this session. All of the Master Trainers and their directors will be invited to attend the Master Trainer Showcase on April 3-4, 2001.

## Check Your Numbers! Public Library Statistics

*Statistics and Directory of North Carolina Public Libraries, 1999-2000* is now available! Two copies will be distributed to each public library director attending the December NCPLDA meeting and will be sent to other directors by mail. The statistical tables have been posted on the State Library's web site in PDF and Excel format <<http://statelibrary.dcr.state.nc.us/ld/plstats9900/plstats9900.htm>>.

Additional copies of the printed directory are available from Lorice Hyman in the Library Development Office, at 919-733-2570 or email <[lhyma@library.dcr.state.nc.us](mailto:lhyma@library.dcr.state.nc.us)>.

Kudos to the newest State Aid library — the Harold D. Cooley Library in Nashville — for being the first library in the state to report its statistics. Library Director Melissa Mills turned in her information on July 11th. *We'll not say who turned in theirs last.*

## 2001 Statewide Summer Reading Program

It might be cold outside, but it's time to begin thinking, "Summer Reading!"

The 2001 Summer Reading Program—*Books for Seekers and Dreamers...at the Library*—Workshops were held on Monday, November 13<sup>th</sup> in Raleigh and Tuesday, November 14<sup>th</sup> in Hickory. The graphics for the 2001 program were provided by award winning children's illustrator James Ransome. Ransome is a North Carolina native who now lives in New York. Because of a delay in the shipping of the materials, libraries only received the program manuals, posters, and silk screens at the workshop. The remaining materials will be available soon and libraries will be contacted about the delivery and/or pickup of the materials. Libraries will also be contacted soon about the availability of a limited supply of Spanish-language posters and book marks for the program.

## E-Rate

The Year 4 E-Rate discount table for North Carolina's public libraries has been posted to the State Library's E-rate web page at <<http://statelibrary.dcr.state.nc.us/hottopic/uniserv/disc2001.htm>>.

Please check the State Library's E-rate web page for updates and links to useful E-rate information: <<http://statelibrary.dcr.state.nc.us/hottopic/uniserv/uniserv.htm>>.



## North Carolina Center for the Book

<<http://statelibrary.dcr.state.nc.us/ld/nccfb/cftb.htm>>



### **The Presidents—the ones elected in less than a month!**

*Presidents, Politics and Power: American Presidents Who Shaped the 20<sup>th</sup> Century*—coming soon to public libraries throughout the country. Any public library (this means YOU!) can apply to participate in the pilot phase of this project that focuses on six U.S. leaders: **Theodore Roosevelt, Franklin D. Roosevelt, Harry Truman, Lyndon Johnson, Richard Nixon, and Ronald Reagan.** Twenty public libraries will be selected nationally and programs will be held in the fall of 2001. The deadline for applications is March 1, 2001. *The Presidents* is a project of the ALA Public Programs Office and National Video Resources, with funding from the National Endowment for the Humanities <<http://www.ala.org/publicprograms/presidents/fact.html>>.

### **Choices for the 21<sup>st</sup> Century: Defining Our Role in a Changing World**

*Choices* Public Policy Discussions engage the public in a national conversation on who we are as a nation and where we are headed as the next century approaches. Hundreds of North Carolina citizens gathered in public libraries this fall to discuss public policy choices and to examine current issues that affect us all—conflict, the global environment, the Middle East, immigration, and China.

North Carolina was one of 13 states selected to participate in this national project developed by the Choices Education Project/Thomas J. Watson Jr. Institute for International Studies at Brown University and funded by a major grant from the National Endowment for the Humanities. Additional funding is provided in North Carolina by the North Carolina Center for the Book, the North Carolina State University Humanities Extension/Publications Program, the North Carolina Humanities Council, and participating public libraries.

This fall, ten North Carolina libraries hosted four-part series and several more libraries will host series early next year. Public deliberation is at the heart of a healthy democracy, and the public library is at the heart of the *Choices* project. *This is democracy in action!!*

### **Reading and discussing literature—for adults young and old(er)**

Eleven public libraries hosted *Let's Talk About It* series this fall—that's 10 hours of program attendance and 15-25 hours of reading per participant—let's hear it for those out-of-school adults who do their homework!! North Carolina literary series remain the favorites, closely followed by those "Mad Women in the Attic" (*Jane Eyre*, et al).

Several libraries (Mooresville Public, Shepard-Pruden Memorial/Edenton, and Mebane Public) hosted the young adult *Read & Respond* series—mysteries and science fiction are popular with the teenage crowd.

*Let's Talk About It* series available next year: *One Vision, Many Voices: Latino Literature in the U.S.*, exploring the diversity within the writings of those whose linguistic and cultural heritage stems from Mexico, Cuba, Puerto Rico, and other Spanish-speaking Central and South American countries. Titles in the series are:

- *In the Time of Butterflies*, Julia Alvarez
- *The Devil in Texas*, Aristeo Brito
- *Dreaming in Cuban*, Cristina García
- *Down These Mean Streets*, Piri Thomas
- *Growing Up Latino*, Harold Augenbraum and Ilan Stavans, eds.

### **Reading, viewing, and discussing—war, politics, poetry, and technology**

*From Rosie to Roosevelt: A Film History of Americans in World War II* played in the King Public Library and in the Thomas H. Leath Memorial Library/Rockingham. *Post War Years, Cold War Fears: American Culture and Politics, 1946-1960* (also known as *From Ike to Elvis*) was a big hit in the Cameron Village Regional Library in Raleigh. And the Shepard-Pruden Memorial Library in Edenton hosted a poetry series, using videos from the popular PBS series *Voices & Visions*. In February, 2001, *Fast Forward: Science, Technology, and the Communications Revolution* will make its North Carolina debut at the Cameron Village Regional Library in Raleigh.

### **Mother Goose Asks "Why?"**

*Mother Goose* programs in western North Carolina sites took place this fall, and many of these sites plan to continue the project with Smart Start or other local funds providing sets of books for disadvantaged parents. Public library partnerships with Family Resource Centers and other local social service agencies hosted successful series in Murphy, Gastonia, Robbinsville, Brevard, Webster, Morganton, Sylva, Franklin, and Bryson City. Slated for the spring are Boone, Sugar Grove, North Wilkesboro, and West Jefferson. And the project moves into its third year with spring training to be scheduled for participating libraries in eastern North Carolina.

*You Can Count on Mother Goose* (a family math program for parents of three-to-seven year olds) has received national funding and North Carolina is a pilot site for this project too—so stay tuned!

## LSTA Powerful Partners Mini-Grants

“With leadership from libraries and librarians in every North Carolina community, children and teens learn to read, love to learn, and have access to the world...” *Powerful Partners Strategic Plan for Library Services to Children and Teens*.

The following libraries/schools were awarded LSTA Powerful Partners Mini-Grants in November. The \$750 mini-grants support the planning and collaboration team building for libraries as they prepare to attend a two-day Advanced Powerful Partners Workshop in January with three members of their collaboration team. Facilitated by Elizabeth Curry and Ron Jones, the workshop will take participants through the steps of completing a full LSTA Powerful Partners Grant application for 2001-2002.

Libraries awarded LSTA Powerful Partners Mini-Grants:

- Asheville-Buncombe Public Library System
- Avery-Mitchell-Yancey Regional Library System
- Cumberland Co. Pub. Lib. & Information Center
- Public Library of Charlotte-Mecklenburg Co.
- Northwestern Regional Library System
- Rockingham County Schools Department of Media & Technology
- Speas Elementary School Media Center (Forsyth County)
- Wake County Public Library
- Wiley Elementary School Media Center (Wake County)

Additional information is available on the web at <<http://statelibrary.dcr.state.nc.us/lsta/awdppmini0001.htm>> or contact Timothy Owens at <[towens@library.dcr.state.nc.us](mailto:towens@library.dcr.state.nc.us)>.

## Records by the Batchload

Annual batchload updates to holdings in OCLC's WorldCat database have been processed recently for:

- Central North Carolina Regional Library System
- Davidson County Public Library
- East Albemarle Regional Library System
- Henderson County Public Library
- Onslow County Public Library
- Southern Pines Public Library
- Transylvania County Library

Holdings for the Methodist College Library will be added soon.

If you have any questions about adding your library's holdings to OCLC, please contact Julie Nye at <[jbnye@library.dcr.state.nc.us](mailto:jbnye@library.dcr.state.nc.us)>.

## Hispanic Services

Workshops on planning and implementing library services to Hispanic and Latino communities are being planned for the spring of 2001. Yolanda Cuesta, who conducted last year's very successful workshops on assessing the needs of Hispanic and Latino communities, will be conducting the 2001 workshops.

For more information contact Assistant State Librarian Robert Burgin at <[rburgin@library.dcr.state.nc.us](mailto:rburgin@library.dcr.state.nc.us)>.

## The very best place to start

*The very best place to start* library awareness campaign aims to elevate libraries to “top of mind” for parents, caregivers, and others who want to connect children and teens with learning and discovery. Work continues on the Internet portal for children's resources—the launch is scheduled to coincide with the start of the 2001-2002 school year.

### Public Relations Demonstration Projects

The State Library of North Carolina and its partner agencies invited proposals from North Carolina public libraries and school library media centers to be demonstration sites to further enrich *the very best place to start* statewide public awareness program. Applications were due December 5th; four sites will be selected and announced the week of December 11th. Successful applicants will receive professional, in-depth, on-site public relations consulting. This program will show how increased marketing and promotion address a fundamental goal of all libraries—to effectively reach and serve children and teens. Selected libraries will serve as models, helping other libraries reap the benefits of well-planned public relations activities.



### Starting Point

Campaign news for North Carolina's libraries fills this new publication. In addition to tips & tools for public relations and marketing, each issue features a **Brand Champ**—a library that has successfully integrated the campaign branding. Each **Brand Champ** receives an Olympus D360 digital camera! To date, winners include The North Carolina Association of School Librarians (NCASL) and the Cumberland County Public Library & Information Center. Is your library a **Brand Champ**? Let us hear from you!

For additional information on the campaign, contact Timothy Owens <[towens@library.dcr.state.nc.us](mailto:towens@library.dcr.state.nc.us)>.

## Certification of Public Librarians

In North Carolina, the standards for the certification of public librarians are set by the North Carolina Public Library Certification Commission, which meets quarterly to consider applications from librarians who wish to gain their North Carolina public librarian certification. The Commission's goals are:

- to guarantee the best possible public library service for all North Carolinians
- to protect and maintain public library resources
- to assure professional management and administration of library programs
- to provide certified professionals to meet the North Carolina Department of Cultural Resources' personnel requirements for state and other aid administered by the Division of State Library

During FY99-2000, the Public Librarian Certification Commission certified 87 librarians.

If you have questions concerning public librarian certification, please contact Anne Marie Elkins at <[aelkins@library.dcr.state.nc.us](mailto:aelkins@library.dcr.state.nc.us)>.

## Trustee Training

Of the 76 library systems in North Carolina, 75 systems have boards of trustees. The trustee boards may be either policy-making or advisory. The State Library offers trustee training to any library that requests it; during the last quarter, 50 trustees attended orientation and training workshops conducted by the State Library's Anne Marie Elkins. She may be contacted at <aelkins@library.dcr.state.nc.us>.

## Children/YA Author Forum

The State Library will be working with North Carolina Central University to sponsor a North Carolina Children's and Young Adult Author/Illustrator forum on Saturday, March 10, 2001 at the university in Durham. Look for a mailing soon. Dr. Pauletta Bracy, from NCCU-ILIS, Dr. Brian Sturm, UNC-CH SILS, Ron Jones from the State Library, and children's author Jacqueline Ogburn are developing the program.

For more information contact Ron Jones at <ron@rijones.com>.

## FIND NC

FIND NC <<http://www.findnc.org/>> is a service of the State Library of North Carolina and is the central gateway to North Carolina government information. It is the only search engine devoted entirely to making North Carolina state agency web pages, county and municipal web pages, North Carolina education web pages, and North Carolina Government Information Locator Service (NC GILS) records available from a single search site. Also indexed in FIND NC are state government documents, state archival records, state government databases, government grants, statistical data sources, geographic information, and economic data. Plans and efforts are underway to further enhance the search capabilities and information sources for FIND NC.

For further information on FIND NC, contact Duane Bogenschneider at <dbogenschneider@library.dcr.state.nc.us>.

## Information Services Branch

In October, the Information Services reference desk staff implemented a new reference tracking database developed by Asst. State Librarian Robert Burgin. Incoming reference questions are entered directly into the database, thus eliminating the need for tracking paper forms. The great advantage to the new database is the ability to quickly generate statistical reports. No longer must staff spend hours manually counting statistics for quarterly reports!

North Carolina county population data by age, race, sex, and Hispanic origin for the years 1990-1999 are now easier to access thanks to the efforts of Demographics Information Specialist Sandra Lovely. The data were downloaded from the United States Census Bureau Web site and HTML tables were created using a PERL script. Office of State Budget, Planning, and Management staff and ISB Web editor Steven Case assisted with the project. The data can be found at <[http://statelibrary.dcr.state.nc.us/iss/NC\\_Data/pop\\_estimates.html](http://statelibrary.dcr.state.nc.us/iss/NC_Data/pop_estimates.html)> or by selecting the

"North Carolina Population Data" link from the State Library's homepage <<http://statelibrary.dcr.state.nc.us/>>.

Results are in from the third customer service survey conducted this spring by Florence Mason and Associates. The tabulations indicate an overall quality rating of 88%, up from the 83% rating of the previous two years. Customers of both Genealogical Services and the Information Desk were surveyed.

Genealogical Services is back to full staff for the first time since long-time supervisor Lee Albright retired March 1, 2000. Jaime Edge, a recent graduate of North Carolina Central University School of Library and Information Sciences, began work in October as Genealogical Services Information Specialist. Pam Toms is unit supervisor.

For information concerning the Information Services Branch, contact Cheryl McLean at <cmclean@library.dcr.state.nc.us>.

## The Library for the Blind and Physically Handicapped

The Library for the Blind and Physically Handicapped (LBPH) has a new toll-free number (1-888-388-2460), a significant cost savings for the library. This number is accessible nationwide and is listed with toll-free directory assistance (1-800-555-1212). The old number (1-800-662-7726) will remain active through September 1, 2001.

For its provision of public access workstations equipped with adaptive technology, the State Library was awarded the Raleigh Mayor's Committee for Persons with Disabilities' "Citizen Involvement Award."

For more information concerning LBPH, please contact Francine Martin at <fmartin@library.dcr.state.nc.us>.

## State Library Personnel Update

Recruitment is moving forward for the State Library's three vacant leadership positions:

- *Youth Services Consultant.* The application period closed on November 28<sup>th</sup> and the interview team is scheduling telephone interviews with the top five candidates during the week of December 11<sup>th</sup>. Final interviews will be scheduled soon after the first of the year. The interview team includes Marian Lytle, Children's Services Librarian at Rowan Public Library; Rusty Taylor, Lead Library Media Specialist, Wake County Public Schools; and Anne Burlingame, Regional Branch Manager at Wake County Public Library's East Regional Library and current chair of the NCLA Children's Services Section.
- *Section Chief, Library Development.* The application period closed on December 5<sup>th</sup>. An outside consultant will conduct structured telephone interviews the week of December 11<sup>th</sup>, and final interviews will be conducted after the first of the year. No decision has been made about the makeup of the final interview team.
- *Assistant State Librarian, Director of the Library and Chief Operating Officer.* Applications are available and the deadline is January 2<sup>nd</sup>. An outside consultant will conduct structured telephone interviews during mid-January, with final interviews later in the month. A description of the position and application information are available at <[http://statelibrary.dcr.state.nc.us/jobs/ncjobs\\_state\\_library.htm](http://statelibrary.dcr.state.nc.us/jobs/ncjobs_state_library.htm)>.

## 1999-2000 Statistical Highlights for North Carolina's Public Libraries

—Robert Burgin, Assistant State Librarian (and Statistics Enthusiast)

North Carolina's public libraries were open **965,170** hours last year. That's **110 years**, just a dozen less than the age attained by Jeanne Louise Calment, the longest living individual, according to the *Guinness Book of World Records*.

There were 152 Friends groups in the state, and that averages out to two groups per library system. The number of members in Friends groups was 28,256, roughly the population of Transylvania County.

North Carolina's public libraries employ **2,874 staff members**—more people than live in Belhaven, Bladenboro, Boiling Springs, Creedmoor, or 365 other towns in North Carolina that are recognized by the US Census Bureau.

Of these public library employees, 660 have a masters degree in Library Science. The average minimum salary for professional librarians in North Carolina's public libraries was \$29,627, above the state's per capita personal income of \$26,220.

Local funding of North Carolina's public libraries exceeded **\$116,400,000** last year. That's \$15.22 per capita or enough money for every citizen in the state to purchase an RC Cola and half a dozen moon pies®, with change to spare. See <<http://www.moonpie.com/>> for details.

Total operating income for North Carolina public libraries in 1999-2000 was **\$145,091,320**. That's almost \$19 for every man, woman, and child in the state and half again as much as the whole state makes in annual Christmas tree sales.

The state's public libraries hold 15,278,564 total books, which averages out to almost exactly two books per capita. Last year, these books were checked out 35,348,596 times, which is more than 4.5 circulations per North Carolinian.

On average, it cost North Carolina's public libraries \$3.24 to circulate an item, *less* than it costs Blockbusters to rent a video.

North Carolina's public libraries conducted almost 94,000 programs during the last fiscal year or about *257 per day* (Saturdays and Sundays included). More than 2.2 million citizens attended these programs—that's enough people to fill the **Dean Dome** 100+ times.

In all, **3,695,848** of North Carolina's citizens have library cards. That's *nearly half* (48 per cent) of the population.

North Carolina's public libraries answered **6,923,155** reference questions last year. We have no idea what percentage of those were Blue Book car values, how to get a divorce without a lawyer, or the monetary value of various yard sale finds.

Libraries held 36,593 total serial subscriptions, which works out to *2.4 subscriptions per licensed physician* in the state—this still doesn't explain those old "Field and Stream" magazines in waiting rooms.

There are 2,100 public Internet access computers in North Carolina public libraries or one for every citizen of Sparta, North Carolina.

More than **27.5 million** library visits were made last year, or 3.6 visits per capita.

...and **YOU** made this all possible!